

"THANKS A MILLION" FOR MORE THAN A MILLION



America has bought 1,130,000 Chevrolets during the past twelve months, thereby giving Chevrolet the greatest year in its history and the greatest measure of buyer preference it has ever enjoyed.

CHEVROLET The builders of Chevrolet are thankful for many things, but most of all for the warm friendship of the American people.

And so again at this Thanksgiving season we say, "Thank you, America," for you have given Chevrolet a measure of good-will without parallel in the annals of modern industry.

Consider, for a moment, all that you have done to inspire Chevrolet's appreciation during the past twelve months:

• You have purchased 1,130,000 Chevrolets; you have made Chevrolet your favorite car for the seventh time in the past ten years; you have given Chevrolet strong prefer-

ence in every section of the country; you have conferred this same high honor upon Chevrolet trucks by purchasing more than 205,000 commercial units; you have made 1936 the most successful year in all Chevrolet history.

And now, to climax these expressions of friendship, you are displaying even more marked preference for the new Chevrolet for 1937.

It is difficult to express adequate appreciation for gifts so great and so generous as these.

All we can say is, "Thanks a million" for more than a million cars in 1936; and all we can do is offer you the still finer Chevrolet of 1937 in return for the finest friendship ever bestowed upon any motor car manufacturer.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

The Complete Car - Completely New New CHEVROLET 1937

FORCASTING FUTURE TRENDS (The Stars in Their Courses)

by
JOHN RANDS
Astro-Numerologist

HOW WILL Jupiter, planet of LUCK, influence your AFFAIRS during the year 1937?

This necessarily brief study of the influence of Jupiter on your affairs during the period December 2, 1936—December 19, 1937, deals with the so-called "House-Aspects" of this planet in respect to the places in the Zodiac of the Sun on your birthday. It is but one of many factors which need to be taken into consideration in any adequate or thorough "Yearly Reading", but it is a very important influence which, if known and thoroughly understood, can be applied to your affairs and made to be of real value to you in making your plans for the year 1937.

Jupiter is the planet of "Luck". It represents Wealth, Expansion, Benevolence. His influence tends to give Abundance. Hope, optimism, happiness follow in his train. He rules law, travel, expansion, exploration, development, interests, at, or from a distance, higher education, philosophy and religion.

Jupiter enters the Zodiacal sign, Capricorn on December 2, 1936—and stays in that sign for one year. What is this planet's relationship to your Natal Sun? What benefit can Jupiter be to you during the year 1937?

If you were born between Jan. 20-Feb. 18, Jupiter has a Twelfth House influence during 1937.

This influence emanating from the planet Jupiter favors you in all that pertains to places of confinement, in any way. It is favorable also for secrets, confidential openings, pro-

gress in relation to behind-the-scenes activities, and for dealing with executives connected with Public or Governmental institutions and organizations.

Those born between Feb. 19 and March 20, of any year, will find 1937 a year during which friendships and the finances as related to business or government can be made important to progress, for Jupiter here has an Eleventh House influence in relation to your Natal Sun.

Jupiter has a Tenth House relationship to the Sun of all born between March 21st and April 19th. This vibration favorably affects all that pertains to Position, Prestige, Administration, Occupation, Business and Social Standing. Use this vibration to expand and develop in occupation, business, politics and administration.

All born between April 20-May 20, have Jupiter in Ninth House relationship to the place of the Sun at their birth, during the year 1937. This influence will bring opportunity to travel with profit, either financially or educationally, or both. Also favorable for publishing, advertising, interests at or from a distance, matters of law, study, philosophy or religion. Improve with in-laws during the period of this influence.

If born between May 21-June 21, Jupiter has an Eighth House relationship to your Natal Sun. This aspect favorably influences matters related to the finances of matrimonial, partnership and legal affairs. A good time to cooperate for mutual profits and benefits. A splendid time to take up the study of the so-called "Occult". Possibilities of Legacies or financial benefits from the dead. Death, in some way, may bring you opportunities or benefits during 1937.

Jupiter favors those born between June 22nd and July 22nd in respect

to Seventh House affairs. This department of your affairs include Marriage, Partnerships and Legal Relationships affairs. Cooperate and seek to understand the point of view of the other fellow in any kind of deal or transaction. This is a highly competitive influence. If single and of proper age, 1937 would be a very favorable year for marriage. Best if Jupiter be within five degrees, applying, of this Seventh House aspect to the Natal Sun (place of the Sun at birth).

The Sixth House and its affairs will feel the favorable vibration emanating from Jupiter if you were born between July 23rd and August 22nd. This house relates to Health, Service, Employment and Fellow Workers. Jupiter, during 1937, will favor all matters (as far as you are concerned) having relation with servants, working associates, inferiors, relatives of parents, and health and service. Therefore, do all you can, during the period of this vibration, to improve in this department of your affairs.

To you who were born between August 23-Sept. 22, the Jupiter vibration comes to you through your Solar Fifth House. This is an opportunity aspect favoring the development of your Creative talents. Improve with loved ones. If you have interests with the Drama or Theatre do all you can to improve in these matters. Seek new social contacts and avenues of expression. A splendid vibration for "romantic" interests. Possible benefits through children.

All born between Sept. 23-Oct. 23, will feel the vibration of the benevolent Jupiter through Fourth House affairs. This house relates to parents, estate, insurance, and competitors (as to honor, fame, business or social standing). Seek to benefit

through Estate interests; improve relations with parents; study methods of competitors; lay plans (including matters of insurance) for the future. This influence favors those in their declining years. Therefore the aged born during this period should benefit during 1937.

If born between Oct. 24-Nov. 22, Jupiter influences your affairs as related to the Third House. Local matters, neighbors, communications, local newspapers, letters, short journeys and blood relatives will be sources of pleasure, benefits and profit during 1937. Seek to improve thru these matters.

The Second House and its affairs should prove of benefit for those born between Nov. 23rd and December 21st, of any year. This house relates to personal earning power, personal skill, and your own money. Jupiter favors you during 1937 in these matters. Deal with those in money occupations and seek to increase your earning power as dependent upon your personal skill.

Those born during the first part of the sign under consideration will be the first to feel the beneficial effects of Jupiter, in accordance with the House-Aspect made to the place of the Sun at birth. Some are already feeling the favorable vibratory effects of this—the "Greater Benefic" in Astrology.

Much depends upon the power and position of Jupiter and the Sun in the Birth Horoscope. If well aspected and strong by sign and house Jupiter will not fail to bring benefits. However, if weakly placed or adversely aspected, Litigation, faulty judgment, over-optimism, extravagance, excess and waste mar the life, sadly mitigating the otherwise benevolent effects of this planet's influence.

Anyone desirous of ascertaining more fully the influence of the planet

Jupiter as related to their Birth Horoscope and through this, the Life and Fortunes, during the year 1937, would be well-advised to address the writer (author) in care of The Midland Journal, enclosing ten cents in coin or stamps and stating the exact date of birth, giving both place of birth and hour of day (if impossible to give exact hour, state the approximate time of birth, but please do not merely "guess" the birth hour). In return a plainly sealed answer will be mailed you within a reasonable lapse of time.

John Rands,
Astro-Numerologist.

CHEVROLET—THANKSGIVING

The Chevrolet Motor Company has offered its thanks to the American people for having given the company the greatest year in its history by buying 1,130,000 new 1936 Chevrolets.

In display advertisements printed in newspapers throughout the country, Chevrolet expressed its appreciation for the warm friendship of the American people, which enabled the company to break all previous marks for domestic production and sales.

The Thanksgiving offering is considered unique in industrial advertising, but Chevrolet has done it in the past. The company has depended largely on the newspapers of the country in establishing its all-time records in selling not only an unprecedented number of new passenger cars and trucks during 1936, but also in moving two million used cars at the same time.

The advertisement, appearing today, declared, in part: "The builders of Chevrolet are thankful for many things, but most of all for the warm friendship of the American people."

"All we can say is, 'Thanks a million' for more than a million cars in



SINGING

Many an epoch in history is recorded in the songs of the world, but primarily songs and singing are intended to give vent to the emotions. While not everyone is talented, almost everyone frequently indulges in the art if only to hum.

Next to active participation, appreciation is the most important part of singing. Some call it temperament, but disconcerted is a milder term for the attitude of an interrupted singer. Remaining quiet while others perform is one form of appreciation.

There is more to a song than mere words and music. It gives expression to sentiments, ideas, and action—The Star Spangled Banner; My Country 'Tis of Thee; Maryland, My Maryland; Home, Sweet Home; Old Man River; Perfect Day; Nearer My God to Thee; Trees; Wedding of the Painted Doll; Get Along Little Dogie; Old MacDonald Had a Farm, and dozens of others daily coming out of Tin Pan Alley. A song is a story set to music. Most of the ballads tell a quaint and plaintive story. Typical of these is the "Wreck of the '97". The last lines give the moral. "Never speak harsh words to your true love or husband, he may leave you and never return."

The present Spanish insurrection recalls La Golondrina, the song of a banished Moor and one of the Iberian folksongs. America's folk songs are those of the Negro, the Mountain people, and the cowboys of the plains. Every section has a few typical songs and almost every event calls for a special composition or official song. Folksongs are the natural, spontaneous songs of the common people who are musically inclined.

If the Chesapeake Bay country and the Peninsula has any music, songs, or ballads of its own, they are going to be lost to the next generation. There are a few "Sailing Down the Chesapeake Bay Songs" and the well-known "Good Dale Wimbrow from down Whaleyville Way", but if others are trying to produce something typically Chesapeake Bay billy or ballady, their work hasn't been brought out into the open. Have you ever heard a Chesapeake Chanter? Hobby Riders can collect and develop songs and singing as new—of the old Eastern Shore. Perhaps, the State P. T. A. or the Federated Woman's Clubs, the Colleges or the Singing Society at Salisbury and Easton is interested in such a program.

In Italy, everybody sings. Most of the Chinese songs sound like funeral dirges, because, there are only five tones in the Chinese scale. American Indians (the ones with the scalping reputation) expressed every thought, idea, and task in song. Jaz came out of the curious rhythm of the jungle. Men made the mountain ballads (women were too busy) which are the only history we have of these people of the hills.

Several groups are already planning singing parties for the coming winter evenings in which old and young will sing for age has little to do with singing. Remember Madam Schuman-heink and Bobby Breen?

Sing for fun. It is a happy hobby. BOOKS: American Ballads and Folksongs—Somax; Harbins Parody—Cokesbury Press, Tenn.; Songs We Sing—Castagnetta; American Songbook—Sandburg.

Next week: Block Printing.

CHRISTIAN SCIENCE SERVICES

"Ancient and Modern Necromancy, Alias Mesmerism and Hypnotism, Denounced" will be the subject of the Lesson-Sermon in all Churches of Christ, Scientist on Sunday, Nov. 29.

The Golden Text will be from Matt. 4:10—"It is written, Thou shalt worship the Lord thy God, and him only shalt thou serve."

Among the citations comprising the Lesson-Sermon will be the following from the Bible—Isa. 60:1—"Arise, shine, for thy light is come, and the glory of the Lord is risen upon thee."

The Lesson-Sermon also will include the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, page 72—"There is but one spiritual existence,—the Life of which corporeal sense can take no cognizance. The divine Principle of man speaks thru immortal sense."

1936; and all we can do is offer you the still finer Chevrolet of 1937 in return for the finest friendship ever bestowed upon any motor car manufacturer."